FACTORS INFLUENCING INTENTION TO PURCHASE ONLINE APPAREL PRODUCTS AMONG GEN-Y

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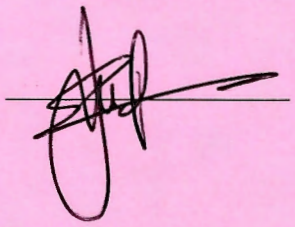

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ABSTRACT

The human lifestyle has interestingly changed since the advancement of internet technology. Access to information and purchasing items have been made easier through online shopping; being able to purchase goods in an online store that is available 24-hours has really made it convenient for people. The availability of online stores has made retailers evolve their services to have multichannel links than just the normal brick-and-mortar store. The global market has seen an increase in demand of online stores and improved the services provided. This in line with the positive online purchases especially among Malaysian consumers had triggered intention to conduct an empirical study in determining factors that influence Gen-Y's intention to purchase online product. The current situation has made this study possible to understand the consumer demand of online products. This study used the extended TAM theory and its variable (perceived usefulness, perceived ease of use, perceived risk, enjoyment and trust) A survey data using purposive sampling method on the Gen Y (20 - 40 years old) was conducted around Klang Valley, forming a total of 373 respondents. Data was then analyzed using SPSS (version 24). Findings showed that all hypotheses were supported (i.e. perceived ease of use, perceived usefulness, perceived enjoyment and perceived trust) except perceived risk and perceived enjoyment was not significantly influence intention to purchase online apparel products among Gen Y. This study will help managers and marketers to understand consumer behavior risk perception and expectation of enjoyment of Gen-Y in online shopping. Finally, this study purposes several recommendations for future research on Gen-Y online apparel shopping.

ABSTRAK

Gaya hidup manusia telah berubah semenjak pengenalan internet. Akses kepada maklumat dan pembelian telah dipermudahkan dengan pengenalan pembelian atas talian; memungkinkan pembelian barangan melalui kedai online 24 jam telah menyenangkan manusia. Dengan adanya kedai atas talian telah merevolusikan perkhidmatan peruncitan mempunyai berbilang saluran selain mempunyai kedai secara fizikal. Pasaran global melihat peningkatan permintaan kedai atas talian dan pembaikan kualiti perkhidmatan. Ini sejajar pertumbuhan positif dengan pembelian dalam talian terutama kepada pengguna di Malaysia telah menarik minat pengajian emperikal terhadap faktor yang mempengaruhi Gen-Y dalam niat membeli dalam talian. Situasi ini telah memungkinkan pengajian ini dilaksanakan untuk memahami permintaan ppenguna terhadap kedai dalam talian. Kajian ini menggunakan teori TAM yang diperkembangkan dengan pemboleh ubah (kegunaan yang dirasakan, kemudahan pengunaan yang dirasakan, risiko tertampak, kenikmatan yang dirasakan dan kepercayaan yang dirasakan). Kajian tinjauan menggunakan kaedah bertujuan terhadap generasi Y (umur 20-40 tahun) telah dijalankan disekitar Lembah Kelang., dan memperolehi sebanyak 373 responden. Data kemudian dianalisa menggunakan SPSS (versi 24). Penemuan hipotesis mendapati semua hipotesis disokong. (i.e kegunaan yang dirasakan, kemudahan pengunaan yang dirasakan dan kepercayaan yang dirasakan) kecuali risiko tertampak dan kenikmatan yang dirasakan tidak dengan ketara mempengaruhi niat membeli pakaian secara online bagi generasi Y. Kajian ini membantu pengurus dan pemasaran untuk memahami risiko tertampak dan jangkaan keseronokan pengguna dalam pembelian secara talian generasi Y. Akhirnya, kajian ini telah mencadangkan beberapa cadangan kepada kajian dimasa hadapan untuk pembelian secara talian generasi Y.

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List Of Abbreviations

PEOU	Perceived Ease of Use
PU	Perceived Usefulness
TAM	Technology Acceptance Model
PE	Perceived Enjoyment
PT	Perceived Trust
PR	Perceived Risk
TRA	Theory of Reasoned Action
E-Shopping	Electronic Shopping

CHAPTER 1

INTRODUCTION

1.0 Introduction

Since the introduction of the internet in Malaysia, the number of Malaysians involved in online shopping has increased (Malaysia Communications and Multimedia Communication 2018). The increase of online shopping users has provided opportunities for interesting studies on online shopping in Malaysia to happen. This research was conducted to understand the consumer behavior of Gen Y Malaysians towards online apparel products. By concentrating on online apparel shopping, this chapter is covers the background of the study, problem statement, research objectives, scope and limitation of studies, and a brief explanation of the order of the thesis.

1.1 Background of the Study

The online purchasing scenario, globally, has been growing since the introduction of the internet. The online retail platform has revolutionized to meet the changing needs of people and has been made easier for customers to make online purchases. Globally, today, as many as 70%internet users have the experience of using online platforms. (Malaysia Communications and Multimedia Communication 2018). Thus, searching for user demand is deemed important in attracting online purchasing. Pyle (1996) mentioned that global connectivity allows business venues to be global where traditional commerce cannot match. Numerous big-name corporations such as HP and Estee Lauder have begun implementing online marketing with a combination of their traditional

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APPENDIX A

Questionnaire

Part A: Demographic profile of the respondents

For each question please place (√) in the boxes where appropriate or fill in the details in the spaces provided. *(Silatandakan (√) pada jawapananda)*

Demography: Questions about you

1. Gender/ Jantina
   □ Male
   □ Female

2. Age/ Umur
   □ 20-22 years
   □ 23-27 years
   □ 28-32 years
   □ 33-40 years
   □ Others _____

3. Which of the following best describes the highest level of education you have completed? (*Tarafpendidikan yang telahdihabiskan*)
   □ SPM
   □ Matriculation/Diploma/STPM
   □ Bachelor's Degree
   □ Master's Degree & PhD

4. Ethnicity/ Bangsa:
   ☐ Malay
   ☐ Chinese
   ☐ Indian
   ☐ Others

5. Personal Monthly Income/ PendapatanBulanan:
   ☐ RM 1000 and below
   ☐ RM 1001 – RM 3000
   ☐ RM 3001 – RM 5000
   ☐ RM 5001 – RM 7000
   ☐ RM 7001 and above

PART B (Experiential Values)- Likert Scale (1-7)

Please tick (√) on the answer box that represent your opinion

Totally Disagree *SangatTidak Setuju*	**Mostly Disagree** *KebanyakanTidakSetuju*	**Somewhat disagree** *AgakTidakSetuju*	**Indifference** *TidakKisah*	**Somewhat Agree** *AgakSetuju*	**Mostly Agree** *Kebanyakan Setuju*	**Totally Agree** *SangatSetuju*
1	**2**	**3**	**4**	**5**	**6**	**7**

Risk	Online shopping servers may not perform well and process payments incorrectly. (Pelayanbeliantalianmungkintidakbolehmelakukanpemprosesan pembayaransecarabetul)	1	2	3	4	5	6	7
	When transactions errors occur, I worry that I cannot get compensation(Apabilakesilapantransaksiberlaku, sayabimbangtidakbolehmendapatpampasan)	1	2	3	4	5	6	7
	It would take me lots of time to learn how to use online shopping system(Iamengambil masa yang banyakuntukbelajarcaramenggunakansistemmembeli - belahsecaratalian)	1	2	3	4	5	6	7
	I would not feel totally safe providing personal privacy information over the internet(Saya tidakmerasaselamatmemberikanmaklumatperibadimelalui internet)	1	2	3	4	5	6	7
	What are the chances that if I shop through Internet, others think less highly of me(Apakahpeluangsayadipandangrendahapabilamembelimelalui internet)	1	2	3	4	5	6	7
Enjoyment	I shall have fun while purchasing products over internet (Saya merasaseronokketikamembeliprodukmelalui internet)	1	2	3	4	5	6	7
	Using the internet to purchase a product would provide me a lot of enjoyment(Menggunakan internet untukmembeliprodukakanmemberisayabanyakkeseronokan)	1	2	3	4	5	6	7
	I think that purchasing products from internet shall be interesting(Saya fikirmembeliprodukdari internet akanmenjadimenarik)	1	2	3	4	5	6	7
	Using the internet to purchase a product would provide me a lot of excitement. (Menggunakan internet untukmembeliprodukakanmemberisayabanyakkeseronokan)	1	2	3	4	5	6	7
	I Enjoy surfing the net for the purpose of purchasing product and receiving information(Saya menikmatimelayari internet untuktujuanmembeliproduk dan menerimamaklumat)	1	2	3	4	5	6	7

Ease of Use	Using the internet is easy for shopping(Adalahmudahmenggunakan internet untukmembelibelah)	1	2	3	4	5	6	7
	It is easy to become skilful at internet shopping to accomplish my tasks. (Iamudahuntukmenjadimahirmembeli - belah di internet untukmencapaitugasansaya)	1	2	3	4	5	6	7
	I find the internet flexible to navigate for shopping(Saya mendapatimelayari internet adalahfleksibeluntukmembeli - belah)	1	2	3	4	5	6	7
	It is easy to learn to use the internet for shopping(Mudahuntukbelajarmenggunakan internet untukmembeli - belah)	1	2	3	4	5	6	7
Usefulness	Using the internet for apparel/clothing shopping helps me make better decisions. (Menggunakan internet untukmembelipakaianmembantusayauntukmembuatkeputusan yang lebihbaik)	1	2	3	4	5	6	7
	I find the internet useful in purchasing apparel/clothing products(Saya mendapati internet bergunauntukmembeliprodukpakaian)	1	2	3	4	5	6	7
	Using the internet for my apparel /clothing shopping enables me to accomplish tasks more quickly(Menggunakan internet untukmembelipakaianmembolehkansayamelakukantugasdengan lebihcepat)	1	2	3	4	5	6	7
	Using the internet makes me more efficient while shopping for apparel/clothing(Menggunakan internet menjadikansayalebihcekapmembeli - belahuntukpakaian)	1	2	3	4	5	6	7
Trust	The Internet shopping site is trustworthy (Lamanmembeli-belah internet bolehdipercayai)	1	2	3	4	5	6	7
	I trust in the benefits of the decision of the internet shopping sites. (Saya percayakepadamanfaatkeputusanmembeli - belah di internet)	1	2	3	4	5	6	7
	Internet shopping site keeps its promises and commitments. (Lamanmembeli - belah internet mengkotakanjanji - janji dan komitmed)	1	2	3	4	5	6	7
	I trust Internet Shopping site. (Saya percayalamanmembeli - belah internet)	1	2	3	4	5	6	7
	Making payments on the Internet Is secure. (Membuatbayaran di Internet adalahselamat)	1	2	3	4	5	6	7
Intention	I think it is good to use the internet for apparel/clothing shopping instead of going to store. (Saya fikiradalahbaikjikamenggunakan internet untukmembelipakaiandaripadapergikegedungpakaian)	1	2	3	4	5	6	7
	It is desirable to use the internet for shopping instead of going to the stores. (Adalahwajaruntukmenggunakan internet untukmembeli - belah dan bukannyapergikegedungpakaian)	1	2	3	4	5	6	7
Intentio	It is much better for me to shop apparel / clothing on the internet	1	2	3	4	5	6	7

n	in addition to shopping at stores. (Lebihbaikbagisayauntukmembelipakaian di internet disampingmembeli - belah di gedungpakaian)							
	Using the internet for apparel/clothing shopping is a good idea. (Menggunakan internet untukmembeli - belahpakaianadalah idea yang baik)	1	2	3	4	5	6	7

THANK YOU

Appendix

Normality Test

Risk

Case Processing Summary

		Cases					
		Valid		Missing		Total	
	Risk_mean	N	Percent	N	Percent	N	Percent
Intention_mean	Mostly Disagree	5	100.0%	0	0.0%	5	100.0%
	2.20	2	100.0%	0	0.0%	2	100.0%
	2.40	10	100.0%	0	0.0%	10	100.0%
	2.60	3	100.0%	0	0.0%	3	100.0%
	2.80	12	100.0%	0	0.0%	12	100.0%
	Somewhat Disagree	20	100.0%	0	0.0%	20	100.0%
	3.20	22	100.0%	0	0.0%	22	100.0%
	3.40	15	100.0%	0	0.0%	15	100.0%
	3.60	31	100.0%	0	0.0%	31	100.0%
	3.80	18	90.0%	2	10.0%	20	100.0%
	Indifference	27	100.0%	0	0.0%	27	100.0%
	4.20	36	100.0%	0	0.0%	36	100.0%
	4.40	25	100.0%	0	0.0%	25	100.0%
	4.60	32	100.0%	0	0.0%	32	100.0%
	4.80	25	100.0%	0	0.0%	25	100.0%
	Somewhat Agree	22	100.0%	0	0.0%	22	100.0%
	5.20	18	100.0%	0	0.0%	18	100.0%
	5.40	13	92.9%	1	7.1%	14	100.0%
	5.60	6	75.0%	2	25.0%	8	100.0%
	5.80	7	77.8%	2	22.2%	9	100.0%
	Mostly Agree	9	100.0%	0	0.0%	9	100.0%
	6.20	1	100.0%	0	0.0%	1	100.0%
	Totally Agree	3	100.0%	0	0.0%	3	100.0%

Descriptives[a]

	Risk_mean			Statistic	Std. Error
Intention_mean	Mostly Disagree	Mean		5.7000	.48990
		95% Confidence Interval for Mean	Lower Bound	4.3398	
			Upper Bound	7.0602	
		5% Trimmed Mean		5.7222	
		Median		6.0000	
		Variance		1.200	
		Std. Deviation		1.09545	
		Minimum		4.00	
		Maximum		7.00	
		Range		3.00	
		Interquartile Range		1.75	
		Skewness		-.846	.913
		Kurtosis		1.745	2.000
	2.20	Mean		5.6250	.12500
		95% Confidence Interval for Mean	Lower Bound	4.0367	
			Upper Bound	7.2133	
		5% Trimmed Mean		.	
		Median		5.6250	
		Variance		.031	
		Std. Deviation		.17678	
		Minimum		5.50	
		Maximum		5.75	
		Range		.25	
		Interquartile Range		.	
		Skewness		.	.
		Kurtosis		.	.
	2.40	Mean		4.3750	.44292
		95% Confidence Interval for Mean	Lower Bound	3.3730	
			Upper Bound	5.3770	
		5% Trimmed Mean		4.4306	
		Median		5.0000	
		Variance		1.962	

	Std. Deviation		1.40064	
	Minimum		1.75	
	Maximum		6.00	
	Range		4.25	
	Interquartile Range		2.31	
	Skewness		-.673	.687
	Kurtosis		-.659	1.334
2.60	Mean		4.2500	.25000
	95% Confidence Interval for Mean	Lower Bound	3.1743	
		Upper Bound	5.3257	
	5% Trimmed Mean		.	
	Median		4.0000	
	Variance		.188	
	Std. Deviation		.43301	
	Minimum		4.00	
	Maximum		4.75	
	Range		.75	
	Interquartile Range		.	
	Skewness		1.732	1.225
	Kurtosis		.	.
2.80	Mean		4.3750	.51355
	95% Confidence Interval for Mean	Lower Bound	3.2447	
		Upper Bound	5.5053	
	5% Trimmed Mean		4.4167	
	Median		4.5000	
	Variance		3.165	
	Std. Deviation		1.77898	
	Minimum		1.25	
	Maximum		6.75	
	Range		5.50	
	Interquartile Range		2.06	
	Skewness		-.631	.637
	Kurtosis		.055	1.232
Somewhat Disagree	Mean		3.5375	.31844
	95% Confidence Interval for Mean	Lower Bound	2.8710	
		Upper Bound	4.2040	
	5% Trimmed Mean		3.4306	
	Median		3.1250	

		Variance	2.028	
		Std. Deviation	1.42412	
		Minimum	2.00	
		Maximum	7.00	
		Range	5.00	
		Interquartile Range	2.44	
		Skewness	.955	.512
		Kurtosis	.345	.992
	3.20	Mean	4.2045	.24266
		95% Confidence Interval for Mean — Lower Bound	3.6999	
		95% Confidence Interval for Mean — Upper Bound	4.7092	
		5% Trimmed Mean	4.1856	
		Median	4.3750	
		Variance	1.295	
		Std. Deviation	1.13818	
		Minimum	1.75	
		Maximum	7.00	
		Range	5.25	
		Interquartile Range	1.56	
		Skewness	.266	.491
		Kurtosis	.994	.953
	3.40	Mean	3.2000	.48807
		95% Confidence Interval for Mean — Lower Bound	2.1532	
		95% Confidence Interval for Mean — Upper Bound	4.2468	
		5% Trimmed Mean	3.1389	
		Median	3.0000	
		Variance	3.573	
		Std. Deviation	1.89029	
		Minimum	1.00	
		Maximum	6.50	
		Range	5.50	
		Interquartile Range	3.75	
		Skewness	.227	.580
		Kurtosis	-1.136	1.121
	3.60	Mean	4.3145	.25080
		95% Confidence Interval for Mean — Lower Bound	3.8023	
		95% Confidence Interval for Mean — Upper Bound	4.8267	
		5% Trimmed Mean	4.3306	

	Median		4.5000	
	Variance		1.950	
	Std. Deviation		1.39638	
	Minimum		1.75	
	Maximum		6.50	
	Range		4.75	
	Interquartile Range		1.50	
	Skewness		-.280	.421
	Kurtosis		-.693	.821
3.80	Mean		3.9583	.28242
	95% Confidence Interval for Mean	Lower Bound	3.3625	
		Upper Bound	4.5542	
	5% Trimmed Mean		3.9676	
	Median		4.0000	
	Variance		1.436	
	Std. Deviation		1.19819	
	Minimum		1.75	
	Maximum		6.00	
	Range		4.25	
	Interquartile Range		.94	
	Skewness		-.267	.536
	Kurtosis		-.039	1.038
Indifference	Mean		4.1204	.25013
	95% Confidence Interval for Mean	Lower Bound	3.6062	
		Upper Bound	4.6345	
	5% Trimmed Mean		4.1440	
	Median		4.0000	
	Variance		1.689	
	Std. Deviation		1.29972	
	Minimum		1.75	
	Maximum		6.00	
	Range		4.25	
	Interquartile Range		1.75	
	Skewness		-.336	.448
	Kurtosis		-.887	.872
4.20	Mean		3.7083	.18567
	95% Confidence Interval for Mean	Lower Bound	3.3314	
		Upper Bound	4.0853	

	5% Trimmed Mean		3.6975	
	Median		4.0000	
	Variance		1.241	
	Std. Deviation		1.11403	
	Minimum		1.50	
	Maximum		6.00	
	Range		4.50	
	Interquartile Range		1.00	
	Skewness		.193	.393
	Kurtosis		.105	.768
4.40	Mean		4.2600	.22055
	95% Confidence Interval for Mean	Lower Bound	3.8048	
		Upper Bound	4.7152	
	5% Trimmed Mean		4.2639	
	Median		4.2500	
	Variance		1.216	
	Std. Deviation		1.10274	
	Minimum		2.00	
	Maximum		6.50	
	Range		4.50	
	Interquartile Range		1.88	
	Skewness		-.086	.464
	Kurtosis		-.424	.902
4.60	Mean		3.4453	.19628
	95% Confidence Interval for Mean	Lower Bound	3.0450	
		Upper Bound	3.8456	
	5% Trimmed Mean		3.3889	
	Median		3.5000	
	Variance		1.233	
	Std. Deviation		1.11032	
	Minimum		2.00	
	Maximum		6.00	
	Range		4.00	
	Interquartile Range		1.38	
	Skewness		.490	.414
	Kurtosis		-.170	.809
4.80	Mean		3.3800	.18936
	95% Confidence Interval for	Lower Bound	2.9892	

	Mean	Upper Bound	3.7708	
	5% Trimmed Mean		3.4250	
	Median		3.2500	
	Variance		.896	
	Std. Deviation		.94681	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.950	.464
	Kurtosis		1.768	.902
Somewhat Agree	Mean		3.7727	.23660
	95% Confidence Interval for	Lower Bound	3.2807	
	Mean	Upper Bound	4.2648	
	5% Trimmed Mean		3.8283	
	Median		3.7500	
	Variance		1.232	
	Std. Deviation		1.10978	
	Minimum		1.00	
	Maximum		5.50	
	Range		4.50	
	Interquartile Range		1.56	
	Skewness		-.666	.491
	Kurtosis		.625	.953
5.20	Mean		3.4722	.32708
	95% Confidence Interval for	Lower Bound	2.7821	
	Mean	Upper Bound	4.1623	
	5% Trimmed Mean		3.4691	
	Median		3.7500	
	Variance		1.926	
	Std. Deviation		1.38768	
	Minimum		1.00	
	Maximum		6.00	
	Range		5.00	
	Interquartile Range		2.00	
	Skewness		-.284	.536
	Kurtosis		-.575	1.038
5.40	Mean		3.6923	.33030

	95% Confidence Interval for Mean	Lower Bound	2.9726	
		Upper Bound	4.4120	
	5% Trimmed Mean		3.7553	
	Median		3.5000	
	Variance		1.418	
	Std. Deviation		1.19091	
	Minimum		1.00	
	Maximum		5.25	
	Range		4.25	
	Interquartile Range		1.75	
	Skewness		-.760	.616
	Kurtosis		.652	1.191
5.60	Mean		1.9583	.24509
	95% Confidence Interval for Mean	Lower Bound	1.3283	
		Upper Bound	2.5884	
	5% Trimmed Mean		1.9676	
	Median		2.0000	
	Variance		.360	
	Std. Deviation		.60035	
	Minimum		1.00	
	Maximum		2.75	
	Range		1.75	
	Interquartile Range		.81	
	Skewness		-.489	.845
	Kurtosis		.510	1.741
5.80	Mean		3.0000	.45644
	95% Confidence Interval for Mean	Lower Bound	1.8831	
		Upper Bound	4.1169	
	5% Trimmed Mean		2.9583	
	Median		3.0000	
	Variance		1.458	
	Std. Deviation		1.20761	
	Minimum		1.75	
	Maximum		5.00	
	Range		3.25	
	Interquartile Range		2.25	
	Skewness		.621	.794
	Kurtosis		-.528	1.587

	Mostly Agree	Mean		4.6111	.79834
		95% Confidence Interval for Mean	Lower Bound	2.7701	
			Upper Bound	6.4521	
		5% Trimmed Mean		4.6651	
		Median		5.2500	
		Variance		5.736	
		Std. Deviation		2.39502	
		Minimum		1.25	
		Maximum		7.00	
		Range		5.75	
		Interquartile Range		5.00	
		Skewness		-.454	.717
		Kurtosis		-1.568	1.400
	Totally Agree	Mean		6.5000	.50000
		95% Confidence Interval for Mean	Lower Bound	4.3487	
			Upper Bound	8.6513	
		5% Trimmed Mean		.	
		Median		7.0000	
		Variance		.750	
		Std. Deviation		.86603	
		Minimum		5.50	
		Maximum		7.00	
		Range		1.50	
		Interquartile Range		.	
		Skewness		-1.732	1.225
		Kurtosis		.	.

a. Intention_mean is constant when Risk_mean = 6.20. It has been omitted.

Tests of Normality[c]

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Risk_mean	Statistic	df	Sig.	Statistic	df	Sig.
Intention_mean	Mostly Disagree	.228	5	.200*	.932	5	.607
	2.20	.260	2	.			
	2.40	.272	10	.034	.887	10	.158
	2.60	.385	3	.	.750	3	.000

	2.80	.222	12	.105	.906	12	.187
	Somewhat Disagree	.147	20	.200*	.900	20	.041
	3.20	.151	22	.200*	.969	22	.680
	3.40	.182	15	.193	.907	15	.121
	3.60	.153	31	.063	.944	31	.105
	3.80	.184	18	.108	.927	18	.171
	Indifference	.158	27	.081	.937	27	.103
	4.20	.175	36	.007	.943	36	.062
	4.40	.100	25	.200*	.986	25	.975
	4.60	.122	32	.200*	.932	32	.043
	4.80	.184	25	.029	.901	25	.020
	Somewhat Agree	.107	22	.200*	.954	22	.371
	5.20	.135	18	.200*	.960	18	.603
	5.40	.136	13	.200*	.937	13	.423
	5.60	.198	6	.200*	.952	6	.755
	5.80	.161	7	.200*	.927	7	.526
	Mostly Agree	.174	9	.200*	.860	9	.096
	Totally Agree	.385	3	.	.750	3	.000

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

c. Intention_mean is constant when Risk_mean = 6.20. It has been omitted.

Enjoyment Mean

Case Processing Summary

		Cases					
		Valid		Missing		Total	
	Enjoyment_mean	N	Percent	N	Percent	N	Percent
Intention_mean	1.80	2	100.0%	0	0.0%	2	100.0%
	Mostly Disagree	1	100.0%	0	0.0%	1	100.0%
	2.40	2	100.0%	0	0.0%	2	100.0%
	2.60	4	100.0%	0	0.0%	4	100.0%
	2.80	1	100.0%	0	0.0%	1	100.0%
	Somewhat Disagree	2	50.0%	2	50.0%	4	100.0%
	3.20	8	100.0%	0	0.0%	8	100.0%
	3.40	3	100.0%	0	0.0%	3	100.0%
	3.60	12	92.3%	1	7.7%	13	100.0%

	3.80	12	100.0%	0	0.0%	12	100.0%
	Indifference	32	100.0%	0	0.0%	32	100.0%
	4.20	14	100.0%	0	0.0%	14	100.0%
	4.40	24	100.0%	0	0.0%	24	100.0%
	4.60	18	100.0%	0	0.0%	18	100.0%
	4.80	13	100.0%	0	0.0%	13	100.0%
	Somewhat Agree	36	100.0%	0	0.0%	36	100.0%
	5.20	19	95.0%	1	5.0%	20	100.0%
	5.40	17	85.0%	3	15.0%	20	100.0%
	5.60	14	100.0%	0	0.0%	14	100.0%
	5.80	22	100.0%	0	0.0%	22	100.0%
	Mostly Agree	24	92.3%	2	7.7%	26	100.0%
	6.20	14	100.0%	0	0.0%	14	100.0%
	6.40	10	100.0%	0	0.0%	10	100.0%
	6.60	6	100.0%	0	0.0%	6	100.0%
	6.80	10	90.9%	1	9.1%	11	100.0%
	Totally Agree	42	97.7%	1	2.3%	43	100.0%

Descriptives[a,b]

	Enjoyment_mean			Statistic	Std. Error
Intention_mean	1.80	Mean		1.3750	.37500
		95% Confidence Interval for Mean	Lower Bound	-3.3898	
			Upper Bound	6.1398	
		5% Trimmed Mean		.	
		Median		1.3750	
		Variance		.281	
		Std. Deviation		.53033	
		Minimum		1.00	
		Maximum		1.75	
		Range		.75	
		Interquartile Range		.	
		Skewness		.	.
		Kurtosis		.	.
	2.40	Mean		2.7500	.25000
		95% Confidence Interval for Mean	Lower Bound	-.4266	

	Mean	Upper Bound	5.9266	
	5% Trimmed Mean		.	
	Median		2.7500	
	Variance		.125	
	Std. Deviation		.35355	
	Minimum		2.50	
	Maximum		3.00	
	Range		.50	
	Interquartile Range		.	
	Skewness		.	.
	Kurtosis		.	.
2.60	Mean		3.1250	.50518
	95% Confidence Interval for	Lower Bound	1.5173	
	Mean	Upper Bound	4.7327	
	5% Trimmed Mean		3.1250	
	Median		3.1250	
	Variance		1.021	
	Std. Deviation		1.01036	
	Minimum		2.25	
	Maximum		4.00	
	Range		1.75	
	Interquartile Range		1.75	
	Skewness		.000	1.014
	Kurtosis		-6.000	2.619
Somewhat Disagree	Mean		5.0000	1.00000
	95% Confidence Interval for	Lower Bound	-7.7062	
	Mean	Upper Bound	17.7062	
	5% Trimmed Mean		.	
	Median		5.0000	
	Variance		2.000	
	Std. Deviation		1.41421	
	Minimum		4.00	
	Maximum		6.00	
	Range		2.00	
	Interquartile Range		.	
	Skewness		.	.
	Kurtosis		.	.
3.20	Mean		3.2188	.20287

	95% Confidence Interval for Mean	Lower Bound	2.7390	
		Upper Bound	3.6985	
	5% Trimmed Mean		3.2569	
	Median		3.3750	
	Variance		.329	
	Std. Deviation		.57380	
	Minimum		2.00	
	Maximum		3.75	
	Range		1.75	
	Interquartile Range		.69	
	Skewness		-1.499	.752
	Kurtosis		2.636	1.481
3.40	Mean		3.7500	.66144
	95% Confidence Interval for Mean	Lower Bound	.9041	
		Upper Bound	6.5959	
	5% Trimmed Mean		.	
	Median		3.5000	
	Variance		1.313	
	Std. Deviation		1.14564	
	Minimum		2.75	
	Maximum		5.00	
	Range		2.25	
	Interquartile Range		.	
	Skewness		.935	1.225
	Kurtosis		.	.
3.60	Mean		3.7292	.30689
	95% Confidence Interval for Mean	Lower Bound	3.0537	
		Upper Bound	4.4046	
	5% Trimmed Mean		3.7407	
	Median		3.6250	
	Variance		1.130	
	Std. Deviation		1.06311	
	Minimum		1.75	
	Maximum		5.50	
	Range		3.75	
	Interquartile Range		1.69	
	Skewness		-.033	.637
	Kurtosis		-.244	1.232

	3.80	Mean	2.4792	.32634
		95% Confidence Interval for Mean — Lower Bound	1.7609	
		95% Confidence Interval for Mean — Upper Bound	3.1974	
		5% Trimmed Mean	2.4074	
		Median	2.0000	
		Variance	1.278	
		Std. Deviation	1.13046	
		Minimum	1.25	
		Maximum	5.00	
		Range	3.75	
		Interquartile Range	1.25	
		Skewness	1.134	.637
		Kurtosis	.904	1.232
	Indifference	Mean	3.6484	.20170
		95% Confidence Interval for Mean — Lower Bound	3.2371	
		95% Confidence Interval for Mean — Upper Bound	4.0598	
		5% Trimmed Mean	3.6719	
		Median	4.0000	
		Variance	1.302	
		Std. Deviation	1.14099	
		Minimum	1.25	
		Maximum	6.00	
		Range	4.75	
		Interquartile Range	1.19	
		Skewness	-.555	.414
		Kurtosis	.076	.809
	4.20	Mean	3.6250	.35909
		95% Confidence Interval for Mean — Lower Bound	2.8492	
		95% Confidence Interval for Mean — Upper Bound	4.4008	
		5% Trimmed Mean	3.5417	
		Median	3.5000	
		Variance	1.805	
		Std. Deviation	1.34361	
		Minimum	1.75	
		Maximum	7.00	
		Range	5.25	
		Interquartile Range	1.38	
		Skewness	1.013	.597

	Kurtosis		2.027	1.154
4.40	Mean		3.3229	.28172
	95% Confidence Interval for Mean	Lower Bound	2.7401	
		Upper Bound	3.9057	
	5% Trimmed Mean		3.3032	
	Median		3.3750	
	Variance		1.905	
	Std. Deviation		1.38014	
	Minimum		1.00	
	Maximum		6.00	
	Range		5.00	
	Interquartile Range		2.25	
	Skewness		.169	.472
	Kurtosis		-.495	.918
4.60	Mean		3.3611	.37225
	95% Confidence Interval for Mean	Lower Bound	2.5757	
		Upper Bound	4.1465	
	5% Trimmed Mean		3.2901	
	Median		3.7500	
	Variance		2.494	
	Std. Deviation		1.57933	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		2.56	
	Skewness		.311	.536
	Kurtosis		.044	1.038
4.80	Mean		3.5577	.29709
	95% Confidence Interval for Mean	Lower Bound	2.9104	
		Upper Bound	4.2050	
	5% Trimmed Mean		3.5224	
	Median		3.5000	
	Variance		1.147	
	Std. Deviation		1.07118	
	Minimum		2.00	
	Maximum		5.75	
	Range		3.75	
	Interquartile Range		1.50	

		Skewness	.271	.616
		Kurtosis	-.055	1.191
	Somewhat Agree	Mean	4.2083	.15510
		95% Confidence Interval for Mean	Lower Bound 3.8935	
			Upper Bound 4.5232	
		5% Trimmed Mean	4.2068	
		Median	4.2500	
		Variance	.866	
		Std. Deviation	.93063	
		Minimum	2.00	
		Maximum	6.00	
		Range	4.00	
		Interquartile Range	1.50	
		Skewness	-.118	.393
		Kurtosis	-.474	.768
	5.20	Mean	3.1711	.27376
		95% Confidence Interval for Mean	Lower Bound 2.5959	
			Upper Bound 3.7462	
		5% Trimmed Mean	3.0789	
		Median	3.2500	
		Variance	1.424	
		Std. Deviation	1.19330	
		Minimum	1.50	
		Maximum	6.50	
		Range	5.00	
		Interquartile Range	1.75	
		Skewness	1.103	.524
		Kurtosis	2.098	1.014
	5.40	Mean	3.8971	.25997
		95% Confidence Interval for Mean	Lower Bound 3.3460	
			Upper Bound 4.4482	
		5% Trimmed Mean	3.8578	
		Median	3.5000	
		Variance	1.149	
		Std. Deviation	1.07187	
		Minimum	2.50	
		Maximum	6.00	
		Range	3.50	

	Interquartile Range		2.00	
	Skewness		.435	.550
	Kurtosis		-.982	1.063
5.60	Mean		4.4643	.33135
	95% Confidence Interval for Mean	Lower Bound	3.7485	
		Upper Bound	5.1801	
	5% Trimmed Mean		4.4881	
	Median		4.6250	
	Variance		1.537	
	Std. Deviation		1.23979	
	Minimum		2.50	
	Maximum		6.00	
	Range		3.50	
	Interquartile Range		2.38	
	Skewness		-.271	.597
	Kurtosis		-1.520	1.154
5.80	Mean		4.5341	.25814
	95% Confidence Interval for Mean	Lower Bound	3.9973	
		Upper Bound	5.0709	
	5% Trimmed Mean		4.5366	
	Median		4.0000	
	Variance		1.466	
	Std. Deviation		1.21080	
	Minimum		2.50	
	Maximum		6.50	
	Range		4.00	
	Interquartile Range		2.00	
	Skewness		.193	.491
	Kurtosis		-1.089	.953
Mostly Agree	Mean		4.1875	.25326
	95% Confidence Interval for Mean	Lower Bound	3.6636	
		Upper Bound	4.7114	
	5% Trimmed Mean		4.2153	
	Median		4.5000	
	Variance		1.539	
	Std. Deviation		1.24073	
	Minimum		1.00	
	Maximum		7.00	

		Range	6.00	
		Interquartile Range	1.44	
		Skewness	-.568	.472
		Kurtosis	1.633	.918
	6.20	Mean	3.7143	.41756
		95% Confidence Interval for Mean — Lower Bound	2.8122	
		95% Confidence Interval for Mean — Upper Bound	4.6164	
		5% Trimmed Mean	3.7103	
		Median	3.3750	
		Variance	2.441	
		Std. Deviation	1.56235	
		Minimum	1.75	
		Maximum	5.75	
		Range	4.00	
		Interquartile Range	2.94	
		Skewness	.073	.597
		Kurtosis	-1.819	1.154
	6.40	Mean	4.8000	.25766
		95% Confidence Interval for Mean — Lower Bound	4.2171	
		95% Confidence Interval for Mean — Upper Bound	5.3829	
		5% Trimmed Mean	4.7917	
		Median	4.6250	
		Variance	.664	
		Std. Deviation	.81479	
		Minimum	3.75	
		Maximum	6.00	
		Range	2.25	
		Interquartile Range	1.63	
		Skewness	.403	.687
		Kurtosis	-1.150	1.334
	6.60	Mean	2.5000	.65192
		95% Confidence Interval for Mean — Lower Bound	.8242	
		95% Confidence Interval for Mean — Upper Bound	4.1758	
		5% Trimmed Mean	2.4444	
		Median	2.2500	
		Variance	2.550	
		Std. Deviation	1.59687	
		Minimum	1.00	

	Maximum		5.00	
	Range		4.00	
	Interquartile Range		2.50	
	Skewness		.677	.845
	Kurtosis		-.906	1.741
6.80	Mean		4.1000	.28186
	95% Confidence Interval for Mean	Lower Bound	3.4624	
		Upper Bound	4.7376	
	5% Trimmed Mean		4.1111	
	Median		4.2500	
	Variance		.794	
	Std. Deviation		.89132	
	Minimum		3.00	
	Maximum		5.00	
	Range		2.00	
	Interquartile Range		1.81	
	Skewness		-.190	.687
	Kurtosis		-2.058	1.334
Totally Agree	Mean		4.8452	.25360
	95% Confidence Interval for Mean	Lower Bound	4.3331	
		Upper Bound	5.3574	
	5% Trimmed Mean		4.9392	
	Median		5.0000	
	Variance		2.701	
	Std. Deviation		1.64349	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		2.06	
	Skewness		-.691	.365
	Kurtosis		.121	.717

a. Intention_mean is constant when Enjoyment_mean = Mostly Disagree. It has been omitted.

b. Intention_mean is constant when Enjoyment_mean = 2.80. It has been omitted.

Tests of Normality[b,c]

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
Enjoyment_mean	Statistic	df	Sig.	Statistic	df	Sig.

Intention_mean	1.80	.260	2	.			
	2.40	.260	2	.			
	2.60	.307	4	.	.729	4	.024
	Somewhat Disagree	.260	2	.			
	3.20	.227	8	.200*	.848	8	.090
	3.40	.253	3	.	.964	3	.637
	3.60	.159	12	.200*	.974	12	.951
	3.80	.248	12	.041	.886	12	.104
	Indifference	.215	32	.001	.922	32	.024
	4.20	.176	14	.200*	.923	14	.243
	4.40	.141	24	.200*	.959	24	.428
	4.60	.157	18	.200*	.942	18	.317
	4.80	.202	13	.148	.924	13	.284
	Somewhat Agree	.164	36	.016	.956	36	.166
	5.20	.158	19	.200*	.901	19	.050
	5.40	.174	17	.182	.925	17	.181
	5.60	.165	14	.200*	.903	14	.124
	5.80	.216	22	.009	.923	22	.087
	Mostly Agree	.145	24	.200*	.941	24	.170
	6.20	.223	14	.057	.871	14	.044
	6.40	.144	10	.200*	.918	10	.339
	6.60	.283	6	.144	.859	6	.186
	6.80	.244	10	.095	.802	10	.016
	Totally Agree	.107	42	.200*	.927	42	.010

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

b. Intention_mean is constant when Enjoyment_mean = Mostly Disagree. It has been omitted.

c. Intention_mean is constant when Enjoyment_mean = 2.80. It has been omitted.

Enjoyment Mean

Case Processing Summary

		Cases					
		Valid		Missing		Total	
	Ease_mean	N	Percent	N	Percent	N	Percent
Intention_mean	Mostly Disagree	2	100.0%	0	0.0%	2	100.0%

	2.25	1	100.0%	0	0.0%	1	100.0%
	3.25	2	100.0%	0	0.0%	2	100.0%
	3.50	4	100.0%	0	0.0%	4	100.0%
	3.75	7	100.0%	0	0.0%	7	100.0%
	Indifference	10	100.0%	0	0.0%	10	100.0%
	4.25	15	100.0%	0	0.0%	15	100.0%
	4.50	19	100.0%	0	0.0%	19	100.0%
	4.75	18	100.0%	0	0.0%	18	100.0%
	Somewhat Agree	48	100.0%	0	0.0%	48	100.0%
	5.25	15	88.2%	2	11.8%	17	100.0%
	5.50	34	100.0%	0	0.0%	34	100.0%
	5.75	34	94.4%	2	5.6%	36	100.0%
	Mostly Agree	44	95.7%	2	4.3%	46	100.0%
	6.25	30	100.0%	0	0.0%	30	100.0%
	6.50	22	100.0%	0	0.0%	22	100.0%
	6.75	12	100.0%	0	0.0%	12	100.0%
	Totally Agree	45	97.8%	1	2.2%	46	100.0%

Descriptives[a,b]

	Ease_mean			Statistic	Std. Error
Intention_mean	3.25	Mean		4.0000	1.00000
		95% Confidence Interval for Mean	Lower Bound	-8.7062	
			Upper Bound	16.7062	
		5% Trimmed Mean		.	
		Median		4.0000	
		Variance		2.000	
		Std. Deviation		1.41421	
		Minimum		3.00	
		Maximum		5.00	
		Range		2.00	
		Interquartile Range		.	
		Skewness		.	.
		Kurtosis		.	.
	3.50	Mean		1.7500	.43301
		95% Confidence Interval for Mean	Lower Bound	.3720	
			Upper Bound	3.1280	
		5% Trimmed Mean		1.7500	

		Median	1.7500	
		Variance	.750	
		Std. Deviation	.86603	
		Minimum	1.00	
		Maximum	2.50	
		Range	1.50	
		Interquartile Range	1.50	
		Skewness	.000	1.014
		Kurtosis	-6.000	2.619
	3.75	Mean	3.7500	.31339
		95% Confidence Interval for Mean	Lower Bound	2.9832
			Upper Bound	4.5168
		5% Trimmed Mean	3.6944	
		Median	3.5000	
		Variance	.688	
		Std. Deviation	.82916	
		Minimum	3.00	
		Maximum	5.50	
		Range	2.50	
		Interquartile Range	.75	
		Skewness	1.957	.794
		Kurtosis	4.250	1.587
	Indifference	Mean	2.8000	.47111
		95% Confidence Interval for Mean	Lower Bound	1.7343
			Upper Bound	3.8657
		5% Trimmed Mean	2.8056	
		Median	3.5000	
		Variance	2.219	
		Std. Deviation	1.48978	
		Minimum	1.00	
		Maximum	4.50	
		Range	3.50	
		Interquartile Range	2.81	
		Skewness	-.306	.687
		Kurtosis	-2.160	1.334
	4.25	Mean	3.2667	.28396
		95% Confidence Interval for Mean	Lower Bound	2.6576
			Upper Bound	3.8757

		5% Trimmed Mean	3.2824	
		Median	3.0000	
		Variance	1.210	
		Std. Deviation	1.09978	
		Minimum	1.25	
		Maximum	5.00	
		Range	3.75	
		Interquartile Range	2.25	
		Skewness	-.005	.580
		Kurtosis	-.769	1.121
	4.50	Mean	3.5000	.22540
		95% Confidence Interval for Mean — Lower Bound	3.0265	
		95% Confidence Interval for Mean — Upper Bound	3.9735	
		5% Trimmed Mean	3.4583	
		Median	3.5000	
		Variance	.965	
		Std. Deviation	.98249	
		Minimum	1.75	
		Maximum	6.00	
		Range	4.25	
		Interquartile Range	.75	
		Skewness	.644	.524
		Kurtosis	2.073	1.014
	4.75	Mean	3.8472	.16806
		95% Confidence Interval for Mean — Lower Bound	3.4927	
		95% Confidence Interval for Mean — Upper Bound	4.2018	
		5% Trimmed Mean	3.8580	
		Median	4.0000	
		Variance	.508	
		Std. Deviation	.71300	
		Minimum	2.50	
		Maximum	5.00	
		Range	2.50	
		Interquartile Range	1.06	
		Skewness	-.306	.536
		Kurtosis	-.463	1.038
	Somewhat Agree	Mean	3.6823	.15978
		95% Confidence Interval for Mean — Lower Bound	3.3609	

	Mean	Upper Bound	4.0037	
	5% Trimmed Mean		3.7083	
	Median		4.0000	
	Variance		1.225	
	Std. Deviation		1.10696	
	Minimum		1.75	
	Maximum		5.25	
	Range		3.50	
	Interquartile Range		1.88	
	Skewness		-.384	.343
	Kurtosis		-1.249	.674
5.25	Mean		3.7167	.39481
	95% Confidence Interval for	Lower Bound	2.8699	
	Mean	Upper Bound	4.5634	
	5% Trimmed Mean		3.7407	
	Median		3.7500	
	Variance		2.338	
	Std. Deviation		1.52908	
	Minimum		1.25	
	Maximum		5.75	
	Range		4.50	
	Interquartile Range		3.00	
	Skewness		-.105	.580
	Kurtosis		-1.249	1.121
5.50	Mean		3.3162	.16964
	95% Confidence Interval for	Lower Bound	2.9710	
	Mean	Upper Bound	3.6613	
	5% Trimmed Mean		3.2958	
	Median		3.2500	
	Variance		.978	
	Std. Deviation		.98916	
	Minimum		1.75	
	Maximum		5.25	
	Range		3.50	
	Interquartile Range		1.50	
	Skewness		.293	.403
	Kurtosis		-.516	.788
5.75	Mean		3.7574	.18925

	95% Confidence Interval for Mean	Lower Bound	3.3723	
		Upper Bound	4.1424	
	5% Trimmed Mean		3.8088	
	Median		4.0000	
	Variance		1.218	
	Std. Deviation		1.10352	
	Minimum		1.00	
	Maximum		6.00	
	Range		5.00	
	Interquartile Range		.88	
	Skewness		-1.045	.403
	Kurtosis		1.890	.788
Mostly Agree	Mean		4.3807	.19968
	95% Confidence Interval for Mean	Lower Bound	3.9780	
		Upper Bound	4.7834	
	5% Trimmed Mean		4.3737	
	Median		4.1250	
	Variance		1.754	
	Std. Deviation		1.32451	
	Minimum		1.75	
	Maximum		7.00	
	Range		5.25	
	Interquartile Range		2.00	
	Skewness		.109	.357
	Kurtosis		-.663	.702
6.25	Mean		3.6083	.31842
	95% Confidence Interval for Mean	Lower Bound	2.9571	
		Upper Bound	4.2596	
	5% Trimmed Mean		3.5880	
	Median		3.7500	
	Variance		3.042	
	Std. Deviation		1.74406	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		3.19	
	Skewness		.028	.427
	Kurtosis		-1.157	.833

	6.50	Mean	4.6023	.27849
		95% Confidence Interval for Mean — Lower Bound	4.0231	
		95% Confidence Interval for Mean — Upper Bound	5.1814	
		5% Trimmed Mean	4.6086	
		Median	4.5000	
		Variance	1.706	
		Std. Deviation	1.30626	
		Minimum	2.00	
		Maximum	7.00	
		Range	5.00	
		Interquartile Range	2.13	
		Skewness	.165	.491
		Kurtosis	-.397	.953
	6.75	Mean	4.4792	.51351
		95% Confidence Interval for Mean — Lower Bound	3.3489	
		95% Confidence Interval for Mean — Upper Bound	5.6094	
		5% Trimmed Mean	4.5185	
		Median	5.0000	
		Variance	3.164	
		Std. Deviation	1.77885	
		Minimum	1.75	
		Maximum	6.50	
		Range	4.75	
		Interquartile Range	3.44	
		Skewness	-.550	.637
		Kurtosis	-1.183	1.232
	Totally Agree	Mean	4.5778	.24539
		95% Confidence Interval for Mean — Lower Bound	4.0832	
		95% Confidence Interval for Mean — Upper Bound	5.0723	
		5% Trimmed Mean	4.6173	
		Median	5.0000	
		Variance	2.710	
		Std. Deviation	1.64612	
		Minimum	1.00	
		Maximum	7.00	
		Range	6.00	
		Interquartile Range	2.88	
		Skewness	-.439	.354

Kurtosis	-.797	.695
a. Intention_mean is constant when Ease_mean = Mostly Disagree. It has been omitted.		
b. Intention_mean is constant when Ease_mean = 2.25. It has been omitted.		

Tests of Normality[a,b]

		Kolmogorov-Smirnov[c]			Shapiro-Wilk		
	Ease_mean	Statistic	df	Sig.	Statistic	df	Sig.
Intention_mean	3.25	.260	2	.			
	3.50	.307	4	.	.729	4	.024
	3.75	.333	7	.018	.772	7	.022
	Indifference	.290	10	.017	.786	10	.010
	4.25	.136	15	.200*	.962	15	.731
	4.50	.200	19	.044	.898	19	.045
	4.75	.251	18	.004	.932	18	.211
	Somewhat Agree	.155	48	.006	.905	48	.001
	5.25	.136	15	.200*	.934	15	.313
	5.50	.085	34	.200*	.958	34	.209
	5.75	.173	34	.012	.885	34	.002
	Mostly Agree	.113	44	.191	.972	44	.367
	6.25	.155	30	.063	.939	30	.085
	6.50	.122	22	.200*	.971	22	.743
	6.75	.198	12	.200*	.885	12	.101
	Totally Agree	.135	45	.040	.943	45	.028

*. This is a lower bound of the true significance.

a. Intention_mean is constant when Ease_mean = Mostly Disagree. It has been omitted.

b. Intention_mean is constant when Ease_mean = 2.25. It has been omitted.

c. Lilliefors Significance Correction

Useful Mean

Case Processing Summary

		Cases					
		Valid		Missing		Total	
	Useful_mean	N	Percent	N	Percent	N	Percent
Intention_mean	Totally Disagree	5	100.0%	0	0.0%	5	100.0%

	1.50	5	100.0%	0	0.0%	5	100.0%
	1.75	5	100.0%	0	0.0%	5	100.0%
	Mostly Disagree	12	100.0%	0	0.0%	12	100.0%
	2.25	7	100.0%	0	0.0%	7	100.0%
	2.50	9	100.0%	0	0.0%	9	100.0%
	2.75	12	100.0%	0	0.0%	12	100.0%
	Somewhat Disagree	33	94.3%	2	5.7%	35	100.0%
	3.25	17	100.0%	0	0.0%	17	100.0%
	3.50	19	100.0%	0	0.0%	19	100.0%
	3.75	17	100.0%	0	0.0%	17	100.0%
	Indifference	39	95.1%	2	4.9%	41	100.0%
	4.25	18	94.7%	1	5.3%	19	100.0%
	4.50	21	100.0%	0	0.0%	21	100.0%
	4.75	13	86.7%	2	13.3%	15	100.0%
	Somewhat Agree	40	100.0%	0	0.0%	40	100.0%
	5.25	12	92.3%	1	7.7%	13	100.0%
	5.50	20	95.2%	1	4.8%	21	100.0%
	5.75	10	100.0%	0	0.0%	10	100.0%
	Mostly Agree	15	100.0%	0	0.0%	15	100.0%
	6.25	7	100.0%	0	0.0%	7	100.0%
	6.50	4	100.0%	0	0.0%	4	100.0%
	6.75	4	100.0%	0	0.0%	4	100.0%
	Totally Agree	18	100.0%	0	0.0%	18	100.0%

Descriptives

	Useful_mean			Statistic	Std. Error
Intention_mean	Totally Disagree	Mean		1.3500	.21794
		95% Confidence Interval for Mean	Lower Bound	.7449	
			Upper Bound	1.9551	
		5% Trimmed Mean		1.3333	
		Median		1.0000	
		Variance		.238	
		Std. Deviation		.48734	
		Minimum		1.00	
		Maximum		2.00	
		Range		1.00	
		Interquartile Range		.88	

		Skewness	.756	.913
		Kurtosis	-2.479	2.000
	1.50	Mean	1.7000	.30000
		95% Confidence Interval for Mean	Lower Bound	.8671
			Upper Bound	2.5329
		5% Trimmed Mean	1.6944	
		Median	2.0000	
		Variance	.450	
		Std. Deviation	.67082	
		Minimum	1.00	
		Maximum	2.50	
		Range	1.50	
		Interquartile Range	1.25	
		Skewness	-.166	.913
		Kurtosis	-2.407	2.000
	1.75	Mean	1.3000	.12247
		95% Confidence Interval for Mean	Lower Bound	.9600
			Upper Bound	1.6400
		5% Trimmed Mean	1.2917	
		Median	1.2500	
		Variance	.075	
		Std. Deviation	.27386	
		Minimum	1.00	
		Maximum	1.75	
		Range	.75	
		Interquartile Range	.38	
		Skewness	1.293	.913
		Kurtosis	2.917	2.000
	Mostly Disagree	Mean	2.6875	.41757
		95% Confidence Interval for Mean	Lower Bound	1.7684
			Upper Bound	3.6066
		5% Trimmed Mean	2.5972	
		Median	2.2500	
		Variance	2.092	
		Std. Deviation	1.44649	
		Minimum	1.00	
		Maximum	6.00	
		Range	5.00	

		Interquartile Range	2.06	
		Skewness	1.087	.637
		Kurtosis	1.160	1.232
	2.25	Mean	3.0357	.48004
		95% Confidence Interval for Mean — Lower Bound	1.8611	
		95% Confidence Interval for Mean — Upper Bound	4.2103	
		5% Trimmed Mean	3.0258	
		Median	2.7500	
		Variance	1.613	
		Std. Deviation	1.27008	
		Minimum	1.75	
		Maximum	4.50	
		Range	2.75	
		Interquartile Range	2.75	
		Skewness	.204	.794
		Kurtosis	-2.408	1.587
	2.50	Mean	2.7778	.45155
		95% Confidence Interval for Mean — Lower Bound	1.7365	
		95% Confidence Interval for Mean — Upper Bound	3.8191	
		5% Trimmed Mean	2.6975	
		Median	2.0000	
		Variance	1.835	
		Std. Deviation	1.35465	
		Minimum	1.75	
		Maximum	5.25	
		Range	3.50	
		Interquartile Range	1.75	
		Skewness	1.492	.717
		Kurtosis	.546	1.400
	2.75	Mean	2.7917	.39866
		95% Confidence Interval for Mean — Lower Bound	1.9142	
		95% Confidence Interval for Mean — Upper Bound	3.6691	
		5% Trimmed Mean	2.7407	
		Median	2.8750	
		Variance	1.907	
		Std. Deviation	1.38101	
		Minimum	1.00	
		Maximum	5.50	

		Range	4.50	
		Interquartile Range	2.56	
		Skewness	.359	.637
		Kurtosis	-.446	1.232
	Somewhat Disagree	Mean	3.0227	.12890
		95% Confidence Interval for Mean — Lower Bound	2.7602	
		95% Confidence Interval for Mean — Upper Bound	3.2853	
		5% Trimmed Mean	3.0114	
		Median	3.0000	
		Variance	.548	
		Std. Deviation	.74047	
		Minimum	1.75	
		Maximum	4.50	
		Range	2.75	
		Interquartile Range	1.00	
		Skewness	-.017	.409
		Kurtosis	-.348	.798
	3.25	Mean	3.1176	.17031
		95% Confidence Interval for Mean — Lower Bound	2.7566	
		95% Confidence Interval for Mean — Upper Bound	3.4787	
		5% Trimmed Mean	3.1446	
		Median	3.5000	
		Variance	.493	
		Std. Deviation	.70222	
		Minimum	2.00	
		Maximum	3.75	
		Range	1.75	
		Interquartile Range	1.38	
		Skewness	-.837	.550
		Kurtosis	-.973	1.063
	3.50	Mean	3.3158	.32492
		95% Confidence Interval for Mean — Lower Bound	2.6332	
		95% Confidence Interval for Mean — Upper Bound	3.9984	
		5% Trimmed Mean	3.2953	
		Median	3.2500	
		Variance	2.006	
		Std. Deviation	1.41628	
		Minimum	1.00	

		Maximum	6.00	
		Range	5.00	
		Interquartile Range	2.50	
		Skewness	.084	.524
		Kurtosis	-.672	1.014
	3.75	Mean	3.8088	.29745
		95% Confidence Interval for Mean — Lower Bound	3.1783	
		95% Confidence Interval for Mean — Upper Bound	4.4394	
		5% Trimmed Mean	3.7598	
		Median	3.5000	
		Variance	1.504	
		Std. Deviation	1.22643	
		Minimum	2.00	
		Maximum	6.50	
		Range	4.50	
		Interquartile Range	1.38	
		Skewness	.941	.550
		Kurtosis	.231	1.063
	Indifference	Mean	3.9423	.11885
		95% Confidence Interval for Mean — Lower Bound	3.7017	
		95% Confidence Interval for Mean — Upper Bound	4.1829	
		5% Trimmed Mean	3.9220	
		Median	4.0000	
		Variance	.551	
		Std. Deviation	.74220	
		Minimum	2.75	
		Maximum	5.50	
		Range	2.75	
		Interquartile Range	1.25	
		Skewness	.224	.378
		Kurtosis	-.484	.741
	4.25	Mean	3.8194	.19988
		95% Confidence Interval for Mean — Lower Bound	3.3977	
		95% Confidence Interval for Mean — Upper Bound	4.2412	
		5% Trimmed Mean	3.8272	
		Median	3.8750	
		Variance	.719	
		Std. Deviation	.84803	

		Minimum	2.50	
		Maximum	5.00	
		Range	2.50	
		Interquartile Range	1.75	
		Skewness	.108	.536
		Kurtosis	-1.440	1.038
	4.50	Mean	3.8095	.22750
		95% Confidence Interval for Mean	Lower Bound	3.3350
			Upper Bound	4.2841
		5% Trimmed Mean	3.8578	
		Median	4.0000	
		Variance	1.087	
		Std. Deviation	1.04255	
		Minimum	1.75	
		Maximum	5.00	
		Range	3.25	
		Interquartile Range	1.63	
		Skewness	-.835	.501
		Kurtosis	-.287	.972
	4.75	Mean	4.0192	.21644
		95% Confidence Interval for Mean	Lower Bound	3.5477
			Upper Bound	4.4908
		5% Trimmed Mean	4.0214	
		Median	4.0000	
		Variance	.609	
		Std. Deviation	.78037	
		Minimum	2.50	
		Maximum	5.50	
		Range	3.00	
		Interquartile Range	1.00	
		Skewness	-.240	.616
		Kurtosis	.522	1.191
	Somewhat Agree	Mean	4.1688	.14108
		95% Confidence Interval for Mean	Lower Bound	3.8834
			Upper Bound	4.4541
		5% Trimmed Mean	4.2014	
		Median	4.0000	
		Variance	.796	

		Std. Deviation	.89225	
		Minimum	2.00	
		Maximum	5.75	
		Range	3.75	
		Interquartile Range	1.50	
		Skewness	-.510	.374
		Kurtosis	-.219	.733
	5.25	Mean	4.5208	.26195
		95% Confidence Interval for Mean — Lower Bound	3.9443	
		95% Confidence Interval for Mean — Upper Bound	5.0974	
		5% Trimmed Mean	4.4954	
		Median	4.3750	
		Variance	.823	
		Std. Deviation	.90741	
		Minimum	3.50	
		Maximum	6.00	
		Range	2.50	
		Interquartile Range	1.56	
		Skewness	.618	.637
		Kurtosis	-.906	1.232
	5.50	Mean	5.0875	.24148
		95% Confidence Interval for Mean — Lower Bound	4.5821	
		95% Confidence Interval for Mean — Upper Bound	5.5929	
		5% Trimmed Mean	5.1806	
		Median	5.1250	
		Variance	1.166	
		Std. Deviation	1.07995	
		Minimum	2.00	
		Maximum	6.50	
		Range	4.50	
		Interquartile Range	1.56	
		Skewness	-1.228	.512
		Kurtosis	2.267	.992
	5.75	Mean	4.8500	.33993
		95% Confidence Interval for Mean — Lower Bound	4.0810	
		95% Confidence Interval for Mean — Upper Bound	5.6190	
		5% Trimmed Mean	4.8889	
		Median	5.1250	

		Variance	1.156	
		Std. Deviation	1.07497	
		Minimum	3.00	
		Maximum	6.00	
		Range	3.00	
		Interquartile Range	1.75	
		Skewness	-.773	.687
		Kurtosis	-.718	1.334
	Mostly Agree	Mean	5.3500	.37305
		95% Confidence Interval for Mean — Lower Bound	4.5499	
		95% Confidence Interval for Mean — Upper Bound	6.1501	
		5% Trimmed Mean	5.3889	
		Median	6.0000	
		Variance	2.088	
		Std. Deviation	1.44482	
		Minimum	3.00	
		Maximum	7.00	
		Range	4.00	
		Interquartile Range	3.00	
		Skewness	-.391	.580
		Kurtosis	-1.214	1.121
	6.25	Mean	4.7143	.29595
		95% Confidence Interval for Mean — Lower Bound	3.9901	
		95% Confidence Interval for Mean — Upper Bound	5.4384	
		5% Trimmed Mean	4.6964	
		Median	4.7500	
		Variance	.613	
		Std. Deviation	.78300	
		Minimum	3.75	
		Maximum	6.00	
		Range	2.25	
		Interquartile Range	1.25	
		Skewness	.184	.794
		Kurtosis	.156	1.587
	6.50	Mean	5.0625	.25769
		95% Confidence Interval for Mean — Lower Bound	4.2424	
		95% Confidence Interval for Mean — Upper Bound	5.8826	
		5% Trimmed Mean	5.0556	

		Median	5.0000	
		Variance	.266	
		Std. Deviation	.51539	
		Minimum	4.50	
		Maximum	5.75	
		Range	1.25	
		Interquartile Range	.94	
		Skewness	.713	1.014
		Kurtosis	1.785	2.619
	6.75	Mean	5.5625	.48278
		95% Confidence Interval for Mean	Lower Bound	4.0261
			Upper Bound	7.0989
		5% Trimmed Mean	5.5833	
		Median	5.7500	
		Variance	.932	
		Std. Deviation	.96555	
		Minimum	4.25	
		Maximum	6.50	
		Range	2.25	
		Interquartile Range	1.81	
		Skewness	-1.002	1.014
		Kurtosis	.984	2.619
	Totally Agree	Mean	5.7917	.24692
		95% Confidence Interval for Mean	Lower Bound	5.2707
			Upper Bound	6.3126
		5% Trimmed Mean	5.8241	
		Median	6.0000	
		Variance	1.097	
		Std. Deviation	1.04758	
		Minimum	4.00	
		Maximum	7.00	
		Range	3.00	
		Interquartile Range	1.94	
		Skewness	-.337	.536
		Kurtosis	-1.337	1.038

Tests of Normality

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Useful_mean	Statistic	df	Sig.	Statistic	df	Sig.
Intention_mean	Totally Disagree	.364	5	.029	.753	5	.032
	1.50	.273	5	.200*	.852	5	.201
	1.75	.372	5	.022	.828	5	.135
	Mostly Disagree	.218	12	.119	.898	12	.151
	2.25	.221	7	.200*	.827	7	.075
	2.50	.359	9	.001	.689	9	.001
	2.75	.159	12	.200*	.937	12	.456
	Somewhat Disagree	.215	33	.000	.928	33	.030
	3.25	.295	17	.000	.778	17	.001
	3.50	.129	19	.200*	.965	19	.674
	3.75	.203	17	.062	.900	17	.067
	Indifference	.172	39	.005	.947	39	.066
	4.25	.193	18	.073	.913	18	.097
	4.50	.144	21	.200*	.891	21	.024
	4.75	.182	13	.200*	.968	13	.871
	Somewhat Agree	.149	40	.025	.948	40	.064
	5.25	.150	12	.200*	.894	12	.134
	5.50	.168	20	.142	.906	20	.053
	5.75	.199	10	.200*	.882	10	.137
	Mostly Agree	.207	15	.083	.885	15	.056
	6.25	.232	7	.200*	.897	7	.311
	6.50	.298	4	.	.926	4	.572
	6.75	.224	4	.	.949	4	.712
	Totally Agree	.153	18	.200*	.901	18	.061

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Trust Mean

Case Processing Summary

		Cases					
		Valid		Missing		Total	
	Trust_mean	N	Percent	N	Percent	N	Percent
Intention_mean	1.40	7	100.0%	0	0.0%	7	100.0%
	1.80	2	100.0%	0	0.0%	2	100.0%
	Mostly Disagree	2	100.0%	0	0.0%	2	100.0%
	2.20	6	100.0%	0	0.0%	6	100.0%
	2.40	3	100.0%	0	0.0%	3	100.0%
	2.60	4	100.0%	0	0.0%	4	100.0%
	2.80	8	100.0%	0	0.0%	8	100.0%
	Somewhat Disagree	11	100.0%	0	0.0%	11	100.0%
	3.20	18	100.0%	0	0.0%	18	100.0%
	3.40	35	94.6%	2	5.4%	37	100.0%
	3.60	21	100.0%	0	0.0%	21	100.0%
	3.80	27	100.0%	0	0.0%	27	100.0%
	Indifference	24	100.0%	0	0.0%	24	100.0%
	4.20	27	93.1%	2	6.9%	29	100.0%
	4.40	16	100.0%	0	0.0%	16	100.0%
	4.60	34	100.0%	0	0.0%	34	100.0%
	4.80	17	100.0%	0	0.0%	17	100.0%
	Somewhat Agree	17	100.0%	0	0.0%	17	100.0%
	5.20	15	100.0%	0	0.0%	15	100.0%
	5.40	13	100.0%	0	0.0%	13	100.0%
	5.60	12	100.0%	0	0.0%	12	100.0%
	5.80	10	100.0%	0	0.0%	10	100.0%
	Mostly Agree	16	100.0%	0	0.0%	16	100.0%
	6.20	3	100.0%	0	0.0%	3	100.0%
	6.40	4	100.0%	0	0.0%	4	100.0%
	6.60	1	100.0%	0	0.0%	1	100.0%
	Totally Agree	9	100.0%	0	0.0%	9	100.0%

Descriptives[a]

	Trust_mean			Statistic	Std. Error
Intention_mean	1.40	Mean		1.2857	.20722
		95% Confidence Interval for	Lower Bound	.7787	

		Mean	Upper Bound	1.7928	
		5% Trimmed Mean		1.2341	
		Median		1.0000	
		Variance		.301	
		Std. Deviation		.54827	
		Minimum		1.00	
		Maximum		2.50	
		Range		1.50	
		Interquartile Range		.25	
		Skewness		2.403	.794
		Kurtosis		5.966	1.587
	1.80	Mean		3.5000	1.50000
		95% Confidence Interval for	Lower Bound	-15.5593	
		Mean	Upper Bound	22.5593	
		5% Trimmed Mean		.	
		Median		3.5000	
		Variance		4.500	
		Std. Deviation		2.12132	
		Minimum		2.00	
		Maximum		5.00	
		Range		3.00	
		Interquartile Range		.	
		Skewness		.	.
		Kurtosis		.	.
	Mostly Disagree	Mean		2.5000	.50000
		95% Confidence Interval for	Lower Bound	-3.8531	
		Mean	Upper Bound	8.8531	
		5% Trimmed Mean		.	
		Median		2.5000	
		Variance		.500	
		Std. Deviation		.70711	
		Minimum		2.00	
		Maximum		3.00	
		Range		1.00	
		Interquartile Range		.	
		Skewness		.	.
		Kurtosis		.	.
	2.20	Mean		3.4583	.34410

		95% Confidence Interval for Mean	Lower Bound	2.5738	
			Upper Bound	4.3429	
		5% Trimmed Mean		3.4259	
		Median		3.3750	
		Variance		.710	
		Std. Deviation		.84286	
		Minimum		2.50	
		Maximum		5.00	
		Range		2.50	
		Interquartile Range		1.00	
		Skewness		1.342	.845
		Kurtosis		2.819	1.741
	2.40	Mean		2.9167	.08333
		95% Confidence Interval for Mean	Lower Bound	2.5581	
			Upper Bound	3.2752	
		5% Trimmed Mean		.	
		Median		3.0000	
		Variance		.021	
		Std. Deviation		.14434	
		Minimum		2.75	
		Maximum		3.00	
		Range		.25	
		Interquartile Range		.	
		Skewness		-1.732	1.225
		Kurtosis		.	.
	2.60	Mean		3.1875	.54367
		95% Confidence Interval for Mean	Lower Bound	1.4573	
			Upper Bound	4.9177	
		5% Trimmed Mean		3.1806	
		Median		3.1250	
		Variance		1.182	
		Std. Deviation		1.08733	
		Minimum		2.25	
		Maximum		4.25	
		Range		2.00	
		Interquartile Range		1.94	
		Skewness		.046	1.014
		Kurtosis		-5.737	2.619

	2.80	Mean		2.2813	.49650
		95% Confidence Interval for Mean	Lower Bound	1.1072	
			Upper Bound	3.4553	
		5% Trimmed Mean		2.2153	
		Median		1.8750	
		Variance		1.972	
		Std. Deviation		1.40431	
		Minimum		1.00	
		Maximum		4.75	
		Range		3.75	
		Interquartile Range		2.44	
		Skewness		.776	.752
		Kurtosis		-.633	1.481
	Somewhat Disagree	Mean		4.0682	.25021
		95% Confidence Interval for Mean	Lower Bound	3.5107	
			Upper Bound	4.6257	
		5% Trimmed Mean		4.0619	
		Median		4.0000	
		Variance		.689	
		Std. Deviation		.82984	
		Minimum		2.75	
		Maximum		5.50	
		Range		2.75	
		Interquartile Range		1.25	
		Skewness		-.031	.661
		Kurtosis		-.379	1.279
	3.20	Mean		3.0417	.24526
		95% Confidence Interval for Mean	Lower Bound	2.5242	
			Upper Bound	3.5591	
		5% Trimmed Mean		3.0880	
		Median		3.1250	
		Variance		1.083	
		Std. Deviation		1.04054	
		Minimum		1.00	
		Maximum		4.25	
		Range		3.25	
		Interquartile Range		1.69	
		Skewness		-.689	.536

		Kurtosis	-.632	1.038
	3.40	Mean	3.2500	.17693
		95% Confidence Interval for Mean — Lower Bound	2.8904	
		95% Confidence Interval for Mean — Upper Bound	3.6096	
		5% Trimmed Mean	3.2579	
		Median	3.2500	
		Variance	1.096	
		Std. Deviation	1.04670	
		Minimum	1.25	
		Maximum	5.00	
		Range	3.75	
		Interquartile Range	2.25	
		Skewness	-.150	.398
		Kurtosis	-1.216	.778
	3.60	Mean	3.1905	.21678
		95% Confidence Interval for Mean — Lower Bound	2.7383	
		95% Confidence Interval for Mean — Upper Bound	3.6427	
		5% Trimmed Mean	3.2242	
		Median	3.5000	
		Variance	.987	
		Std. Deviation	.99343	
		Minimum	1.00	
		Maximum	4.75	
		Range	3.75	
		Interquartile Range	1.25	
		Skewness	-.614	.501
		Kurtosis	-.131	.972
	3.80	Mean	3.7500	.21225
		95% Confidence Interval for Mean — Lower Bound	3.3137	
		95% Confidence Interval for Mean — Upper Bound	4.1863	
		5% Trimmed Mean	3.7809	
		Median	3.7500	
		Variance	1.216	
		Std. Deviation	1.10288	
		Minimum	1.00	
		Maximum	5.75	
		Range	4.75	
		Interquartile Range	1.50	

		Skewness		-.165	.448
		Kurtosis		.583	.872
	Indifference	Mean		3.6354	.21120
		95% Confidence Interval for Mean	Lower Bound	3.1985	
			Upper Bound	4.0723	
		5% Trimmed Mean		3.6296	
		Median		3.8750	
		Variance		1.071	
		Std. Deviation		1.03467	
		Minimum		1.50	
		Maximum		6.00	
		Range		4.50	
		Interquartile Range		.94	
		Skewness		-.169	.472
		Kurtosis		.602	.918
	4.20	Mean		4.1019	.21444
		95% Confidence Interval for Mean	Lower Bound	3.6611	
			Upper Bound	4.5426	
		5% Trimmed Mean		4.0648	
		Median		4.0000	
		Variance		1.242	
		Std. Deviation		1.11428	
		Minimum		2.00	
		Maximum		7.00	
		Range		5.00	
		Interquartile Range		1.25	
		Skewness		.586	.448
		Kurtosis		.785	.872
	4.40	Mean		4.2500	.25207
		95% Confidence Interval for Mean	Lower Bound	3.7127	
			Upper Bound	4.7873	
		5% Trimmed Mean		4.3194	
		Median		4.7500	
		Variance		1.017	
		Std. Deviation		1.00830	
		Minimum		2.00	
		Maximum		5.25	
		Range		3.25	

		Interquartile Range	1.69	
		Skewness	-.906	.564
		Kurtosis	-.264	1.091
	4.60	Mean	3.6397	.23818
		95% Confidence Interval for Mean — Lower Bound	3.1551	
		95% Confidence Interval for Mean — Upper Bound	4.1243	
		5% Trimmed Mean	3.6144	
		Median	4.0000	
		Variance	1.929	
		Std. Deviation	1.38880	
		Minimum	1.25	
		Maximum	7.00	
		Range	5.75	
		Interquartile Range	2.56	
		Skewness	-.007	.403
		Kurtosis	-.401	.788
	4.80	Mean	4.6324	.27630
		95% Confidence Interval for Mean — Lower Bound	4.0466	
		95% Confidence Interval for Mean — Upper Bound	5.2181	
		5% Trimmed Mean	4.6332	
		Median	4.7500	
		Variance	1.298	
		Std. Deviation	1.13921	
		Minimum	2.75	
		Maximum	6.50	
		Range	3.75	
		Interquartile Range	2.00	
		Skewness	-.008	.550
		Kurtosis	-1.167	1.063
	Somewhat Agree	Mean	4.1765	.21837
		95% Confidence Interval for Mean — Lower Bound	3.7135	
		95% Confidence Interval for Mean — Upper Bound	4.6394	
		5% Trimmed Mean	4.2239	
		Median	4.5000	
		Variance	.811	
		Std. Deviation	.90037	
		Minimum	2.00	
		Maximum	5.50	

		Range		3.50	
		Interquartile Range		.88	
		Skewness		-1.048	.550
		Kurtosis		1.290	1.063
	5.20	Mean		3.8500	.28536
		95% Confidence Interval for Mean	Lower Bound	3.2380	
			Upper Bound	4.4620	
		5% Trimmed Mean		3.8056	
		Median		3.5000	
		Variance		1.221	
		Std. Deviation		1.10518	
		Minimum		2.50	
		Maximum		6.00	
		Range		3.50	
		Interquartile Range		1.00	
		Skewness		1.191	.580
		Kurtosis		.307	1.121
	5.40	Mean		3.7692	.46294
		95% Confidence Interval for Mean	Lower Bound	2.7606	
			Upper Bound	4.7779	
		5% Trimmed Mean		3.7575	
		Median		3.0000	
		Variance		2.786	
		Std. Deviation		1.66915	
		Minimum		1.75	
		Maximum		6.00	
		Range		4.25	
		Interquartile Range		3.50	
		Skewness		.231	.616
		Kurtosis		-1.689	1.191
	5.60	Mean		4.8750	.42137
		95% Confidence Interval for Mean	Lower Bound	3.9476	
			Upper Bound	5.8024	
		5% Trimmed Mean		4.9028	
		Median		5.0000	
		Variance		2.131	
		Std. Deviation		1.45969	
		Minimum		2.25	

		Maximum	7.00	
		Range	4.75	
		Interquartile Range	2.19	
		Skewness	-.233	.637
		Kurtosis	-.350	1.232
	5.80	Mean	5.8000	.26822
		95% Confidence Interval for Mean — Lower Bound	5.1932	
		95% Confidence Interval for Mean — Upper Bound	6.4068	
		5% Trimmed Mean	5.8333	
		Median	5.8750	
		Variance	.719	
		Std. Deviation	.84820	
		Minimum	4.00	
		Maximum	7.00	
		Range	3.00	
		Interquartile Range	1.13	
		Skewness	-.897	.687
		Kurtosis	1.342	1.334
	Mostly Agree	Mean	5.0938	.40303
		95% Confidence Interval for Mean — Lower Bound	4.2347	
		95% Confidence Interval for Mean — Upper Bound	5.9528	
		5% Trimmed Mean	5.1597	
		Median	5.5000	
		Variance	2.599	
		Std. Deviation	1.61213	
		Minimum	2.00	
		Maximum	7.00	
		Range	5.00	
		Interquartile Range	1.88	
		Skewness	-.951	.564
		Kurtosis	-.069	1.091
	6.20	Mean	6.1667	.16667
		95% Confidence Interval for Mean — Lower Bound	5.4496	
		95% Confidence Interval for Mean — Upper Bound	6.8838	
		5% Trimmed Mean	.	
		Median	6.0000	
		Variance	.083	
		Std. Deviation	.28868	

		Minimum		6.00	
		Maximum		6.50	
		Range		.50	
		Interquartile Range		.	
		Skewness		1.732	1.225
		Kurtosis		.	.
	6.40	Mean		5.6250	.07217
		95% Confidence Interval for Mean	Lower Bound	5.3953	
			Upper Bound	5.8547	
		5% Trimmed Mean		5.6250	
		Median		5.6250	
		Variance		.021	
		Std. Deviation		.14434	
		Minimum		5.50	
		Maximum		5.75	
		Range		.25	
		Interquartile Range		.25	
		Skewness		.000	1.014
		Kurtosis		-6.000	2.619
	Totally Agree	Mean		5.1667	.36084
		95% Confidence Interval for Mean	Lower Bound	4.3346	
			Upper Bound	5.9988	
		5% Trimmed Mean		5.1296	
		Median		4.7500	
		Variance		1.172	
		Std. Deviation		1.08253	
		Minimum		4.00	
		Maximum		7.00	
		Range		3.00	
		Interquartile Range		1.50	
		Skewness		1.266	.717
		Kurtosis		.286	1.400

a. Intention_mean is constant when Trust_mean = 6.60. It has been omitted.

Tests of Normality[c]

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Trust_mean	Statistic	df	Sig.	Statistic	df	Sig.
Intention_mean	1.40	.383	7	.003	.606	7	.000
	1.80	.260	2	.			
	Mostly Disagree	.260	2	.			
	2.20	.314	6	.066	.882	6	.278
	2.40	.385	3	.	.750	3	.000
	2.60	.306	4	.	.782	4	.074
	2.80	.204	8	.200*	.871	8	.155
	Somewhat Disagree	.195	11	.200*	.963	11	.804
	3.20	.206	18	.042	.903	18	.065
	3.40	.141	35	.076	.940	35	.057
	3.60	.191	21	.045	.929	21	.132
	3.80	.174	27	.035	.944	27	.152
	Indifference	.196	24	.018	.944	24	.199
	4.20	.114	27	.200*	.966	27	.508
	4.40	.272	16	.003	.849	16	.013
	4.60	.161	34	.025	.945	34	.087
	4.80	.181	17	.141	.950	17	.452
	Somewhat Agree	.187	17	.117	.914	17	.116
	5.20	.246	15	.015	.823	15	.007
	5.40	.216	13	.099	.863	13	.042
	5.60	.201	12	.196	.949	12	.619
	5.80	.176	10	.200*	.942	10	.575
	Mostly Agree	.166	16	.200*	.880	16	.039
	6.20	.385	3	.	.750	3	.000
	6.40	.307	4	.	.729	4	.024
	Totally Agree	.339	9	.004	.777	9	.011

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

c. Intention_mean is constant when Trust_mean = 6.60. It has been omitted.

Correlations

		Risk_mean	Enjoyment_mean	Ease_mean	Useful_mean	Trust_mean	Intention_mean
Risk_mean	Pearson Correlation	1	-.058	-.160**	-.094	-.139**	-.140**

	Sig. (2-tailed)		.266	.002	.072	.008	.008
	N	369	369	368	368	364	362
Enjoyment_mean	Pearson Correlation	-.058	1	.592**	.396**	.411**	.330**
	Sig. (2-tailed)	.266		.000	.000	.000	.000
	N	369	373	369	371	366	365
Ease_mean	Pearson Correlation	-.160**	.592**	1	.382**	.498**	.281**
	Sig. (2-tailed)	.002	.000		.000	.000	.000
	N	368	369	369	368	364	362
Useful_mean	Pearson Correlation	-.094	.396**	.382**	1	.499**	.682**
	Sig. (2-tailed)	.072	.000	.000		.000	.000
	N	368	371	368	371	366	365
Trust_mean	Pearson Correlation	-.139**	.411**	.498**	.499**	1	.507**
	Sig. (2-tailed)	.008	.000	.000	.000		.000
	N	364	366	364	366	366	364
Intention_mean	Pearson Correlation	-.140**	.330**	.281**	.682**	.507**	1
	Sig. (2-tailed)	.008	.000	.000	.000	.000	
	N	362	365	362	365	364	365

**. Correlation is significant at the 0.01 level (2-tailed).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	.716[a]	.513	.506	.97263	2.010

a. Predictors: (Constant), Trust_mean, Risk_mean, Enjoyment_mean, Useful_mean, Ease_mean

b. Dependent Variable: Intention_mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.112	5	70.822	74.865	.000[b]
	Residual	336.777	356	.946		
	Total	690.889	361			

a. Dependent Variable: Intention_mean

b. Predictors: (Constant), Trust_mean, Risk_mean, Enjoyment_mean, Useful_mean, Ease_mean

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.072	.415		2.583	.010	.256	1.887					
Risk_mean	-.092	.055	-.063	-1.672	.095	-.201	.016	-.140	-.088	-.062	.963	1.039
Enjoyment_mean	.070	.056	.059	1.245	.214	-.040	.180	.331	.066	.046	.604	1.655
Ease_mean	-.151	.071	-.106	-2.142	.033	-.290	-.012	.281	-.113	-.079	.559	1.789
Useful_mean	.570	.044	.573	12.980	.000	.484	.656	.683	.567	.480	.702	1.425

Trust_mean	.293	.057	.241	5.187	.000	.182	.404	.507	.265	.192	.632	1.582

a. Dependent Variable: Intention_mean